

# TODD REICHART

39 Pine Street, Princeton, NJ 08542

609-577-3184

todd@toddreichart.com

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## QUALIFICATIONS:

For over 20 years, I have been a passionate advocate for shaping communication to the needs and qualities of targeted audiences. I have worked with clients to find and develop the appropriate media for their particular message. I've been a pioneer of software interface design, interactive TV design, website design, and digital video. My work as an actor, director, and on-camera personality brings a keen sense of audience expectations and response to my work in both new and old media. My combination of technological know-how and empathy for the humanity of the audience has been a consistently distinguishing quality of my work.

## PROFESSIONAL EXPERIENCE:

### ***Independent Consultant***, Princeton, NJ.

Design, Content and Directorial Consultant. Since inception, my business focus has been helping clients craft, produce and present their intended message to their target audience(s) using electronic and online media. Typically in a leadership role, I have done website design and project management, instructional design, content writing and editing, usable interface design, software development, and video direction. Larger clients have included: Princeton University, Rutgers University, Johnson & Johnson, Dice.com, Corner House of Princeton, Cognetics Corporation, Arnold Associates LLC, and the T. Schreiber Studio. (June 2000 to Present)

### ***Rutgers University, Department of English***, New Brunswick, NJ.

Website Architect and Lecturer. Designed and managed the creation of version 1.0 of the Rutgers Writing Program website serving 10,000 students and 300 instructors annually. Designed and taught the Information Design course that explored with students basic communication design issues: understanding target audience, identifying objectives, writing for the web, visual design, interactive design, design of instruction. Taught Dreamweaver and website file structures. Guided students in the completion of individual and group projects. Also taught a section of Expository Writing 101, the required composition class for all undergraduates. (September 2000 to May 2002)

### ***Onclave, Inc.***, Princeton, NJ.

Product and User Interface Designer. Served as product designer of an online social networking site based on nascent web-blogging technologies (Blogger v1.0). Built prototype designs using client-side JavaScript, DHTML, and CSS technologies for pioneering CMS platforms. Conducted focus groups and usability testing. (November 1999 to June 2000)

### ***Merrill Lynch***, Princeton, NJ.

User Interface Designer and Instructional Designer. Served as design lead for web-based display of historical data about equities, bonds, and annuities on the broker's workstation (TGA Project). Translated business objectives into projects for technology teams. Served as design lead for WisdomNET training initiative. Created pioneering JavaScript-, DHTML-, and CSS-based training templates. Design lead on call-center reengineering initiative. (March 1996 to November 1999)

### ***Cognetics Corporation***, Princeton Junction, NJ.

Multimedia Producer. Responsibilities included project management, interface and multimedia design, software prototyping and programming. Projects included interface and service design for interactive television, CD-ROM-based multimedia presentation design, web page design and development, and reengineering of a banking customer service system. Clients served include: Ameritech, AT&T, Chase Manhattan Bank, Con Edison, US Department of Defense, and David Sarnoff Laboratories. (September 1994 to March 1996)

### ***Bloomsburg University, Institute for Interactive Technologies (IIT)***, Bloomsburg, PA.

Graduate Assistant. Lead instructional design and programming team in the development of Mandarin Chinese computer-assisted language learning software. Advised State System of Higher Education (SSHE) faculty on the use and implementation of multimedia computer aided instruction. (September 1993 to August 1994).

### ***US Army***, 9th PSYOP Battalion, Ft. Bragg, NC.

Intelligence Analyst and PSYOP War Planner (trained as Chinese Mandarin Linguist/Interrogator, MOS 97E). Surveyed incoming all-source-intelligence for items of interest to the command. Wrote propaganda contingency plans identifying key communicators, target audiences, and suggested courses of action for selected east-Asian theatres of operations. Represented the Battalion at multiple war-planning conferences held at WESTCOM (Camp Smith, HI). (January 1987 to October 1989).

## REPRESENTATIVE WEBSITE DESIGN AND DIRECTORIAL WORK (AS INDEPENDENT CONSULTANT):

[www.molbio.princeton.edu](http://www.molbio.princeton.edu) - Redesigned the website of Princeton University's Department of Molecular biology. Site Objectives: To recruit the top-tier graduate students and post-docs, to show the current activity of the department, to serve as a public resource of information about the department.

[wp.rutgers.edu](http://wp.rutgers.edu) – Architected and designed the first website of the Rutgers University Writing Program. Site Objective: To support the in-class writing pedagogy of the Rutgers Writing Program, to support student self-help, to promote the activities of the Writing Program to current and potential funders. The current site version is 2.0.

[www.cornerhousenj.org](http://www.cornerhousenj.org) - Architected, designed, and edited content for the first website of Corner House, a non-profit counseling center serving Princeton Borough and Township. Site Objectives: To explain and promote the current activities of the counseling center, to directly answer basic parent and client questions, to recognize student volunteer leadership, to demonstrate the outreach and activities of the center to funding sources.

[arnoldassociatesllc.com](http://arnoldassociatesllc.com) - Architected, designed, and edited content for the first website of Arnold Associates, Urban Planners and Landscape Architects. Site Objectives: To promote the work of the client by showing representative planning and landscape architecture projects, to present the client's unique point-of-view on urban trees, and to enable client self-help.

[Dice.com](http://Dice.com) – Envisioned, created, and now direct a weekly informational and instructional web-video series, known as DiceTV, for this top-tier online technology hiring site. Video Series Objectives: To draw job seekers back to the website on a recurring basis to learn about trends in the technology hiring marketplace.

Other sites designed and developed by Todd Reichart:

[www.haltine.com](http://www.haltine.com) - Hal Tiné, scenic designer.

[harvmastalir.com](http://harvmastalir.com) – Harv Mastalir, custom woodworker and studio furniture designer.

[actorsnetbucks.org](http://actorsnetbucks.org) – Actors' NET of Bucks County, a regional community theatre.

[melissahart.net](http://melissahart.net) – Melissa Hart, voice teacher and actress Melissa Hart.

[cheriwicks.com](http://cheriwicks.com) - The website of actress and theatre producer Cheri Wicks.

More projects and updates can be seen at my website: [toddreichart.com](http://toddreichart.com)

## EDUCATION:

Master of Science, Instructional Technology  
Bloomsburg University, Bloomsburg, PA. December 1994.

Bachelor of Science, Mathematics, Magna Cum Laude  
Bloomsburg University, Bloomsburg, PA. May 1992.

Veteran, US Army, Interrogator/Linguist  
Active Duty: 1985-1989, 9th PSYOP Battalion, Ft. Bragg, NC  
Reserve Duty 1989-1994, 206th Military Intelligence Company, Ft. Lewis, WA.

Diploma, Mandarin Chinese  
U.S. Army Defense Language Institute, Monterey, CA. December 1986.

Bachelor of Arts, Classics  
St. John's College, Annapolis, MD. May 1985